

EMA

2500058313

II. E.E.M.A.

ALGERIA

AUSTRIA

BAHRAIN

BULGARIA

CZECHOSLOVAKIA

EGYPT

FINLAND

GABON

HUNGARY

IVORY COAST

KUWAIT

MALI

MALTA

MOROCCO

NIGERIA

NORWAY

OMAN

POLAND

QATAR

REUNION

ROMANIA

SAUDI ARABIA

2500058314

II. E.E.M.A. (CONT'D)

SENEGAL

SWEDEN

SWITZERLAND

TUNISIA

TURKEY

UNITED ARAB EMIRATES DOMESTIC

YUGOSLAVIA

2500058315

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ALGERIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	19.1	18.9	19.6	15.9		
PER CAPITA CONSUMPTION	852	820	810	641		
COMPANY SHARES (%)						
1) SNTA	89.0	92.5	92.5	90.5		
2) PHILIP MORRIS	4.3	2.9	4.5	6.4		
3) R.J. REYNOLDS	2.9	3.4	3.0	3.1		
4) ROTHMANS INTERNATIONAL	3.8	1.2	--	--		
COMPANY SHARES - INTERNATIONAL SEGMENT (%)						
1) PHILIP MORRIS	39.1	38.9	60.8	67.6		
2) R. J. REYNOLDS	26.4	45.4	39.2	32.4		
3) ROTHMANS INTERNATIONAL	34.5	15.7	--	--		
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			2	2	2	2
D) MAGAZINES			2	2	2	2
E) COUPONS			2	2	2	2
F) POINT OF SALE			2	2	2	2
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			3	2	2	2

PHILIP MORRIS INTERNATIONAL FACT BOOK

(ALGERIA)

	1986	1987	1988	1989	1990	1991
--	------	------	------	------	------	------

HEALTH WARNING & T&N LISTINGS  
ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS		YES	YES	YES	YES
	B) CARTONS		NO	NO	NO	NO
	C) ADVERTISING		--	--	--	--

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	--	--	--	--

2500058317

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: AUSTRIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLION)	15.6	15.2	14.5	14.1	14.4	14.7
POPULATION TOTAL (MILLIONS)	7.6	7.6	7.6	7.6	7.6	7.7
PER CAPITA CONSUMPTION	2054	2057	1968	1912	1865	1903
SMOKER INCIDENCE						
% OF TOTAL POPULATION	N.A.	31.0	31.0	31.0	31.0	31.0
% OF FEMALE POPULATION	N.A.	25.0	25.0	25.0	25.0	25.0
% OF MALE POPULATION	N.A.	38.0	38.0	39.0	39.0	39.0
COMPANY SHARES %						
1) ATW	71.7	71.1	68.7	65.9	71.7	71.4
2) PHILIP MORRIS	6.5	7.9	9.5	10.9	12.5	14.4
3) BAT	5.5	5.1	5.0	4.5	4.7	4.5
4) REEMTSMA	4.3	4.2	4.3	4.3	4.1	3.8
5) OTHERS	12.0	11.7	12.5	14.4	7.0	5.9
BRAND FAMILY SHARES %						
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
1) MEMPHIS	ATW	ATW	16.5	18.0	18.5	19.2
2) MARLBORO	PM	ATW	6.5	7.8	9.4	10.8
3) MILDE SORTE	ATW	ATW	10.5	10.6	11.6	11.6
4) HOBBY	ATW	ATW	14.5	12.7	11.2	9.9
5) FALK	ATW	ATW	10.7	10.0	8.9	7.4
6) DAMES	ATW	ATW	9.6	8.5	7.3	6.7
7) HB	ATW	ATW	5.5	5.1	5.0	4.5
8) ERNTE 23	REEMTSMA	ATW	4.3	4.2	4.3	4.3
9) CASABLANCA	ATW	ATW	---	0.6	1.2	2.3
10) MAVERICK	ATW	ATW	---	1.9	2.0	1.9

818850005Z

(AUSTRIA)

	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION%						
FILTER (NON-MENTHOL)	99.5	99.6	99.6	99.7	99.0	99.1
FILTER MENTHOL	---	---	---	---	---	---
NON-FILTER	0.5	0.4	0.4	0.3	1.0	0.9
TASTE CATEGORY SEGMENTATION %						
FULL FLAVOR	69.7	70.4	73.8	74.6	71.6	71.9
LIGHTS	30.3	29.6	26.2	25.4	27.2	26.5
SUPERLIGHTS	---	---	---	---	1.2	1.5
LENGTH SEGMENTATION%						
80-84 MM	100.0	100.0	99.9	99.7	96.9	97.0
94 AND 100 MM	---	---	0.1	0.3	3.1	3.0
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100	100	100	100	100	100
PACK TYPE SEGMENTATION %						
SOFT PACK	49.2	44.8	40.6	36.2	35.3	32.1
FLIP TOP BOX	50.8	55.2	58.4	63.8	64.7	67.9
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	2	**2
D) MAGAZINES	3	3	3	3	2	**2
E) COUPONS	3	3	3	3	2	**2
F) POINT OF SALE	1	1	1	1	2	**2
G) BILLBOARDS	1	1	1	1	2	**2
H) CINEMA	1	1	1	1	2	**2
I) SAMPLING	1	1	1	1	2	**2

\*) FOR ALL INTERNATIONAL LICENSED AND IMPORTED ADVERTISING AND PROMOTION ARE TOTALLY PROHIBITED.

\*\*) CIGARETTE ADVERTISING AND SPONSORSHIPS ACCORDING TO AGREEMENT WITH THE MONOPOLY, AUSTRIA TABAK, IS ONLY PERMITTED BY AT

61E850009Z

EEMA 4

(AUSTRIA)

	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	N.A.	34.3	33.3	33.3		
PIPE TOBACCO (THOUSAND KILOS)	N.A.	140.3	129.5	119.0		
ROLL YOUR OWN (THOUSAND KILOS)	N.A.	146.3	146.8	148.9		
CHEWING TOBACCO (THOUSAND KILOS)	N.A.	0.5	0.7	0.6		
SNUFF (THOUSAND KILOS)	N.A.	7.0	7.1	7.1		

2500058320



PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BAHRAIN

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.6	0.6	0.5	0.6	0.6	0.6
PER CAPITA CONSUMPTION	1388	1307	1186	1189	1230	1215
COMPANY SHARES (%)						
1)PHILIP MORRIS	15.8	20.0	20.8	23.9	30.0	35.4
2)ROTHMANS INTERNATIONAL	45.4	41.0	37.0	36.0	32.6	31.0
3)B.A.T.	22.8	20.8	17.4	16.1	17.0	13.5
4)R. J. REYNOLDS	1.9	5.3	11.6	12.0	9.9	9.9
5)GALLAHER	6.1	4.5	4.0	3.5	3.4	3.8
6)BROWN & WILLIAMSON	5.2	5.1	6.0	6.0	3.9	3.1
OTHERS	2.9	3.2	3.1	3.7	3.2	3.3
BRAND FAMILY SHARES %						
1)MARLBORO	14.4	18.2	18.9	19.5	19.8	21.3
2)ROTHMANS	17.9	16.0	15.7	15.1	15.4	15.4
3)L&M	1.2	1.3	1.4	3.9	9.8	13.5
4)PLAYERS GOLD LEAF	13.8	12.1	10.5	10.3	11.8	9.5
5)DUNHILL	19.1	16.6	11.4	9.8	8.3	7.6
6)DORCHESTER	---	---	2.1	3.9	4.9	4.5
7)CRAVEN A	1.4	1.7	3.8	5.4	4.1	4.5
8)MONTE CARLO	---	---	---	---	---	3.3
9)SILK CUT	4.3	3.9	3.7	3.2	3.0	3.3
10)KENT	5.1	4.9	5.1	5.0	3.4	2.7
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR (10-12 MG)	86.3	81.8	77.2	76.2	74.0	72.0
LIGHTS (6-10 MG)	11.2	15.6	19.5	20.9	23.0	25.6
SUPERLIGHTS (<6 MG)	2.5	2.6	3.3	2.9	2.9	2.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

12500058321

PHILIP MORRIS INTERNATIONAL FACT BOOK

(BAHRAIN)

	1986	1987	1988	1989	1990	1991
<b>SEGMENTATION</b>						
<b>BY BLEND %</b>						
UNITED KINGDOM	74.6	67.2	61.3	60.8	59.8	54.8
US	23.1	30.1	36.6	38.7	39.8	45.0
OTHERS	2.3	2.7	2.2	0.5	0.4	0.2
<b>PRICE SEGMENTATION (%)</b>						
ABOVE PREMIUM	2.1	2.3	2.0	1.9	1.8	1.6
PREMIUM	62.6	64.6	40.4	38.6	35.6	35.7
BELOW PREMIUM	8.4	5.9	23.0	21.7	20.2	18.3
MEDIUM	15.0	13.6	2.6	2.6	2.4	3.4
LOW	7.2	7.7	12.3	11.2	15.3	23.8
CHEAP	4.8	5.8	19.7	23.9	24.7	17.2

2500058322

(BAHRAIN)

1986                      1987                      1988                      1989                      1990                      1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			*3	*3	3	*3
D) MAGAZINES			1	1	1	*3
E) COUPONS			2	1	1	1
F) POINT OF SALE			3	3	3	1
G) BILLBOARDS			3	2	2	2
H) CINEMA			2	2	2	1
I) SAMPLING			1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO

\*QUARTER PAGE MAXIMUM SIZE

2500058323

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BULGARIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	16.5	16.5	16.5	16.5	16.5	16.3
POPULATION TOTAL (MILLIONS)	8.9	8.9	8.9	8.9	8.9	8.9
PER CAPITA CONSUMPTION	1,854	1,854	1,854	1,854	1,854	1,831
COMPANY SHARES (%) (IMPORTS SEGMENT)						
1) PHILIP MORRIS	55.8	42.8	46.1	43.5	45.6	47.2
2) ROTHMANS	9.8	11.5	11.0	13.7	12.9	11.6
3) PAPA STRATOS	---	---	---	---	---	11.6
4) R.J. REYNOLDS	4.1	9.9	9.6	11.2	12.9	10.0
5) B&W	14.7	20.6	20.7	17.5	15.6	9.2
6) B.A.T. (GERMANY HB)	12.6	9.0	6.5	7.8	8.6	6.7
7) BRINKMANN	2.7	3.1	3.2	3.8	3.0	1.7
8) REEMTSMA	0.5	2.2	2.9	2.5	1.4	0.8
9) OTHERS	---	---	---	---	---	1.2

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	2	2
B) RADIO	2	2
C) NEWSPAPERS	2	2
D) MAGAZINES	2	2
E) COUPONS	N.A.	N.A.
F) POINT OF SALE	1	1
G) BILLBOARDS	2	2
H) CINEMA	2	2
I) SAMPLING	1	1

2500058324

EEMA 9

PHILIP MORRIS INTERNATIONAL FACT BOOK

BULGARIA

1986                      1987                      1988                      1989                      1990                      1991

HEALTH WARNING & T&N LISTING

ANSWER EITHER: YES OR NO

WARNING ON:

- A) PACKS
- B) CARTONS
- C) ADVERTISING

*YES	**YES
NO	NO
N.A.	N.A.

SPECIFIC T&N NUMBERS ON:

- A) PACKS
- B) CARTONS
- C) ADVERTISING

NO	NO
NO	NO
N.A.	N.A.

\*BUT NOT IMPLEMENTED BY STATE LICENSE

\*\*FOR LOCALLY PRODUCED PRODUCTS ONLY CURRENTLY

2500058325

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CZECHOSLOVAKIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	26.5	26.5	26.5	26.8	27.7	29.0
POPULATION TOTAL (MILLIONS)	15.6	15.6	15.6	15.6	15.6	15.6
PER CAPITA CONSUMPTION	1,699	1,699	1,699	1,718	1,776	1,859
COMPANY SHARES (%) (INTERNATIONAL SEGMENT)						
1) PHILIP MORRIS	26.6	36.5	39.2	33.3	32.7	47.4
2) ATW	17.7	19.8	28.1	32.9	32.2	23.1
3) R.J. REYNOLDS	12.0	8.3	6.0	7.6	10.2	9.3
4) ROTHMANS	17.4	9.4	8.8	12.4	11.3	9.3
5) BAT/B&W	10.2	13.5	8.4	9.4	7.4	5.6
6) REEMTSMA	5.3	4.8	5.6	4.3	4.5	3.7
7) OTHERS	10.8	7.7	3.9	0.1	1.7	1.6

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	2	3
B) RADIO	2	3
C) NEWSPAPERS	3	3
D) MAGAZINES	3	3
E) COUPONS	3	3
F) POINT OF SALE	3	3
G) BILLBOARDS	3	3
H) CINEMA	3	3
I) SAMPLING	3	3

9288500052

PHILIP MORRIS INTERNATIONAL FACT BOOK

CZECHOSLOVAKIA

1986                      1987                      1988                      1989                      1990                      1991

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS  
                  B) CARTONS  
                  C) ADVERTISING

YES\*                      YES  
NO                        NO  
NO                        NO

SPECIFIC T&N NUMBERS ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO                        YES  
NO                        NO  
NO                        NO

2500058327

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EGYPT

	1986	1987	1988	1989	1990	1991	
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	45.8	48.7	45.3	43.5	41.2	41.5	
PER CAPITA CONSUMPTION	923	910	829	789	730	718	
COMPANY SHARES (%)							
1) LOCAL MONOPOLY	96.5	96.9	97.1	96.9	95.9	95.7	
2) PHILIP MORRIS (LIC. 1986)	2.5	2.5	2.2	2.2	3.3	3.6	
3) ROTHMANS INTERNATIONAL (LIC 1986)	0.6	0.4	0.3	0.4	0.4	0.5	
OTHER INTERNATIONAL	0.4	0.2	0.4	0.5	0.4	0.2	
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)CLEOPATRA	EASTERN	93.4	94.7	94.4	93.8	90.8	90.9
2)OTHER LOCAL	EASTERN	3.1	2.2	2.7	3.1	5.1	4.8
3)MARLBORO	P.M. (LIC. 1986)	2.5	2.5	2.2	2.2	3.3	3.6
4)ROTHMANS	R.I. (LIC. 1986)	0.6	0.4	0.3	0.4	0.3	0.4
5)KENT	B&W	0.1	0.2	0.2	0.2	0.2	0.1
MARKET SEGMENTATION (%)							
FILTER		100.0	100.0	100.0	100.0	100.0	100.0
NON-FILTER		--	--	--	--	--	--
TASTE CATEGORY SEGMENTATION %							
HIGH/FULL FLAVOR		99.9	94.8	96.4	97.4	97.9	99.1
LOW		0.1	5.2	3.6	2.6	2.1	0.9
SEGMENTATION BY CIG. LENGTH (%)							
80/85 MM		58.5	69.0	74.7	77.8	80.4	77.2
100 MM		41.5	31.0	25.3	22.2	19.6	22.8

8ZE85000SZ

EEMA 13



(EGYPT)

	1986	1987	1988	1989	1990	1991
SEGMENTATION BY PACK TYPE %						
SOFT	96.0	91.3	93.5	94.4	94.5	94.6
BOX	4.0	8.7	6.5	5.6	5.5	5.4
SEGMENTATION BY BLEND %						
ORIENTAL	96.5	96.9	97.1	96.9	96.0	95.5
U.S.	2.9	2.7	2.4	2.5	3.5	4.0
UNITED KINGDOM	0.6	0.4	0.4	0.6	0.5	0.5
COMPANY SHARES-INTERNATIONAL SEGMENT (%)						
1) PHILIP MORRIS	72.4	81.2	77.2	71.5	79.0	84.2
2) ROTHMANS INTERNATIONAL	16.4	11.4	11.2	14.6	9.5	10.8
3) BROWN & WILLIAMSON	4.6	5.1	6.7	6.8	4.8	1.8
4) GALLAHER	0.1	1.0	2.2	3.1	1.9	1.8
5) R. J. REYNOLDS	5.8	0.3	1.2	2.4	4.0	0.9
6) AMERICAN TOBACCO	--	--	--	--	0.4	0.4
7) B.A.T.	0.5	0.9	1.5	1.6	0.7	0.2
OTHERS	0.2	0.1	--	--	--	--
BRAND FAMILY SHARES - INTERNATIONAL SEGMENT (%)						
1) MARLBORO PHILIP MORRIS	70.2	81.2	77.2	71.5	79.0	84.2
2) ROTHMANS ROTHMANS INTERNATIONAL	16.0	11.4	11.2	13.4	7.7	9.4
3) KENT B&W	4.6	5.1	6.7	6.8	4.6	1.8
4) SILK CUT GALLAHER	0.1	1.0	2.2	3.1	1.9	1.8
5) DUNHILL ROTHMANS INTERNATIONAL	0.4	--	--	1.2	1.8	1.4
6) WINSTON R.J. REYNOLDS	--	--	0.6	1.7	3.2	0.5
7) CAMEL R.J. REYNOLDS	5.8	0.3	0.6	0.6	0.8	0.3
8) DU MAURIER B.A.T.	0.5	0.9	1.5	1.6	0.7	0.2

2500058329

(EGYPT)

1986

1987

1988

1989

1990

1991

**CIGARETTE ADVERTISING MEDIA AVAILABILITY**

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	2	2	2	2
B) RADIO	2	2	2	2
C) NEWSPAPERS	3	3	3	*1
D) MAGAZINES	3	3	3	*1
E) COUPONS	-	-	3	*1
F) POINT OF SALE	3	3	3	*1
G) BILLBOARDS	3	3	3	*1
H) CINEMA	2	2	2	2
I) SAMPLING	1	1	3	1

**HEALTH WARNING & T&N LISTINGS**

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES

**SPECIFIC T&N NUMBERS ON:**

A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO

\*RESTRICTIONS ON USE OF GOVERNMENT BUILDINGS OR OFFICIAL NEWSPAPERS, SCHOOLS, HOSPITALS BUT GENERALLY FREE.

2500058330

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FINLAND

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.2	7.7	7.4	7.7	7.1	6.9
PER CAPITA CONSUMPTION	1472	1569	1505	1552	1431	1368
COMPANY SHARES (%)						
1) PHILIP MORRIS	58.6	59.9	62.3	63.6	65.5	64.5
2) SUOMEN-TUPAKKA (BAT)	20.3	20.1	19.8	19.0	18.3	18.5
3) RETTIG	16.2	15.3	13.2	12.4	11.4	12.0
4) R. J. REYNOLDS	1.2	1.6	2.0	2.5	2.7	2.9
5) AMER-TUPAKKA	3.3	3.0	2.6	2.4	1.9	1.6
OTHERS	0.4	0.1	0.1	0.1	0.2	0.5
BRAND FAMILY SHARES (%)						
1) MARLBORO	44.8	44.4	45.6	45.8	46.7	44.4
2) BELMONT	13.3	15.1	16.2	17.5	18.3	19.5
3) NORTH STATE	16.5	15.8	14.7	14.0	12.8	12.0
4) COLT	8.8	8.4	7.2	6.8	6.3	6.0
5) BARCLAY	2.1	2.6	3.0	3.6	4.2	5.2
6) RETTIG'S LIGHT	4.0	3.9	3.7	3.5	3.2	3.1
7) CAMEL	1.1	1.5	2.0	2.4	2.6	2.9
8) FORM	2.7	2.3	2.0	1.7	1.5	1.2
9) DOWNTOWN	---	---	---	---	---	1.1
MARKET SEGMENTATION (%)						
FILTER	99.0	99.4	99.5	99.6	99.7	99.7
NON-FILTER	1.0	0.6	0.5	0.4	0.3	0.3
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR	65.6	63.4	60.9	58.6	56.4	53.0
LIGHTS	18.7	19.2	19.4	19.5	19.8	20.9
SUPERLIGHTS	10.3	11.3	12.4	13.5	16.2	15.5
MENTHOL	5.4	6.1	7.3	8.5	9.6	10.6

1888500052

(FINLAND)

	1986	1987	1988	1989	1990	1991
SEGMENTATION BY PACK TYPE %						
BOX	34.9	37.1	37.2	39.7	40.6	44.1
SOFT	65.0	62.8	62.7	60.3	59.4	55.9
PRINCESS	0.1	0.0	0.0	0.0	0.0	0.0
SEGMENTATION BY SIZE %						
60-75 MM	19.1	18.1	16.6	15.6	14.3	13.5
76-82 MM	77.8	77.9	78.4	78.0	78.5	47.3
83-85 MM	2.8	3.0	3.8	5.6	6.6	38.6
86 AND ABOVE	.4	.9	1.2	0.8	0.7	0.6
MENTHOL SEGMENTATION %						
MENTHOL	5.4	6.1	7.3	8.5	9.6	10.6
NON-MENTHOL	94.6	93.9	92.7	91.5	90.4	89.4

2500058332

(FINLAND)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			*2	*2	2	2
D) MAGAZINES			*2	*2	2	2
E) COUPONS			2	2	2	2
F) POINT OF SALE			2	2	2	2
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			2	2	2	2

HEALTH WARNING & T&N LISTINGS  
ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO
	C) ADVERTISING	N/A PROHIBITED		N/A	N/A

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	N/A PROHIBITED		N/A	N/A

\*TRADE PRESS PERMITTED

2500058333

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GABON

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	NA	0.5	0.5	0.4	0.4	0.4
PER CAPITA CONSUMPTION		405	430	430		
COMPANY SHARES (%)						
1) ROTHMANS		49.8	47.1	51.6	52.3	52.6
2) BOLLORE		31.0	39.0	38.1	39.5	38.0
3) PM		14.5	10.2	7.3	6.0	7.6
4) SEITA		3.9	2.9	2.2	1.9	1.8
5) BAT		0.6	0.7	0.4	0.3	0.0
6) R.J. REYNOLDS		0.2	0.1	0.0	0.0	0.0
BRAND FAMILY SHARES (%)	MANUFACTURER					
1) DUNHILL	ROTHMANS	41.4	41.3	46.5	49.5	51.0
2) GABONAISES	BOLLORE	25.3	31.9	29.2	28.8	25.0
3) SPRINT	BOLLORE	5.5	7.2	8.9	10.8	10.9
4) MARLBORO	PM	14.5	10.2	7.3	6.0	7.6
5) BOSTON	BOLLORE	---	---	---	---	2.1
6) CRAVEN	ROTHMANS	6.7	4.4	4.0	2.1	1.2
7) GITANES	SEITA	2.6	1.8	1.4	1.3	1.0
8) ROYALES	SEITA	0.4	0.5	0.4	0.4	0.5
9) PETER STUYVESANT	ROTHMANS	1.0	0.9	0.9	0.7	0.4
10) GAULOISES	SEITA	0.7	0.5	0.3	0.2	0.1

2500058334

PHILIP MORRIS INTERNATIONAL FACT BOOK

(GABON)

	1986	1987	1988	1989	1990	1991
<b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			*2	*2	2	2
B) RADIO			**2	**2	1	1
C) NEWSPAPERS			2	2	1	1
D) MAGAZINES			2	2	1	1
E) COUPONS			-	1	1	1
F) POINT OF SALE			1	1	1	1
G) BILLBOARDS			1	1	1	1
H) CINEMA			1	1	1	1
I) SAMPLING			***1	***1	1	1
<b>HEALTH WARNING &amp; T&amp;N LISTINGS</b>						
ANSWER EITHER: YES OR NO						
<b>WARNING ON:</b>						
A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO
<b>SPECIFIC T&amp;N NUMBERS ON:</b>						
A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

\*BANNED ON STATE CHANNEL, ALLOWED ON PRIVATE CUSTRY AGREEMENT NOT TO USE TV AD.

\*\*BANNED EXCEPT FOR AFRICAN NO.1 STATION AND STATIONS.

\*\*\*AT PRIVATE FUNCTIONS I.E. NIGHTCLUBS ETC.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: HUNGARY

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	26.8	26.1	26.2	26.4	26.5	24.0
PER CAPITA CONSUMPTION	2507	2441	2450	2498	2510	2271
MARKET SEGMENTATION (%)						
LICENSEE	3.5	3.5	4.2	5.0	4.9	5.9
LOCAL BRANDS	96.5	96.5	95.8	95.0	95.1	94.1
COMPANY SHARES - LICENSEE SEGMENT (%)						
1) PHILIP MORRIS	86.6	82.2	78.7	75.4	73.7	81.5
2) AUSTRIAN TABAKWERKE	12.9	12.4	11.9	11.4	11.0	9.0
3) R.J. REYNOLDS	0.5	5.4	9.4	10.7	11.0	4.6
4) BAT	--	--	--	--	2.5	3.9
5) R.I.	--	--	--	2.5	1.7	0.7
OTHERS	--	--	--	--	--	0.3

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			2	2	2	2
D) MAGAZINES			2	2	2	2
E) COUPONS			N/A	2	N/A	N/A
F) POINT OF SALE			3	*3	*3	*3
G) BILLBOARDS			3	**3	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			1	***1	1	1

\*TO INDOOR ONLY

\*\*OUTDOOR AND INDOOR

2500058333

EEMA 21



NAME OF MARKET: HUNGARY

1986

1987

1988

1989

1990

1991

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS  
B) CARTONS  
C) ADVERTISING

YES	YES	YES	YES
NO	NO	NO	NO
PROHIBITED	NO	N/A	N/A

SPECIFIC T&N NUMBERS ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO	NO	NO	NO
NO	NO	NO	NO
PROHIBITED	NO	N/A	N/A

2500058337

EEMA 22

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: IVORY COAST

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.7	3.4	3.1	3.1	2.6	2.6
PER CAPITA CONSUMPTION	373	349	272	263	218	212
COMPANY SHARES (%)						
1) ROTHMANS INTERNATIONAL	16.6	20.2	27.4	29.6	36.5	43.2
2) SITAB	43.7	37.5	34.0	29.7	29.0	26.0
3) SEITA	23.7	25.3	16.1	17.6	18.6	17.6
4) PHILIP MORRIS	13.0	13.6	14.6	15.3	13.5	10.9
5) B.A.T.	2.7	3.1	7.2	7.3	2.3	2.3
OTHERS	0.3	0.3	0.7	0.5	0.1	---

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) CRAVEN A	R.I.	14.1	16.6	22.7	24.0	28.5	33.6
2) MARLBORO	P.M.	13.0	13.6	14.6	15.3	13.5	10.9
3) FINE	SEITA	9.0	12.9	5.7	9.1	10.8	10.9
4) OLYMPIC	SITAB	10.9	9.5	9.2	8.9	9.1	7.9
5) JOB	SITAB	13.7	11.7	10.4	9.0	8.3	6.9
6) GOLDEN CLUB	SITAB	12.4	11.0	9.6	7.0	6.0	5.3
7) GAULOISES	SEITA	10.4	8.9	7.3	5.8	5.3	4.6
8) DUNHILL	R.I.	0.7	1.0	1.4	1.7	2.8	3.7
9) ST. MORITZ	R.I.	1.0	1.6	2.2	2.5	2.9	3.1
10) VIKING	SITAB	---	---	---	1.1	2.3	2.7

PHILIP MORRIS INTERNATIONAL FACT BOOK

(IVORY COAST)

	1986	1987	1988	1989	1990	1991
<b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	*3	*3
B) RADIO			1	1	3	3
C) NEWSPAPERS			1	1	1	3
D) MAGAZINES			1	1	1	3
E) COUPONS			N/A	1	1	1
F) POINT OF SALE			1	1	1	1
G) BILLBOARDS			1	1	1	3
H) CINEMA			1	1	3	3
I) SAMPLING			1	1	1	1
<b>HEALTH WARNING &amp; T&amp;N LISTINGS</b>						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
B) CARTONS						
C) ADVERTISING						
			NO	NO	NO	NO
			NO	NO	NO	NO
			NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
B) CARTONS						
C) ADVERTISING						
			NO	NO	NO	NO
			NO	NO	NO	NO
			NO	NO	NO	NO

\*BY INDUSTRY VOLUNTARY AGREEMENT.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: KUWAIT

	1986	1987	1988	1989	1990 (A)	1991 (A)
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.0	2.9	2.9	3.1	1.9	1.4
PER CAPITA CONSUMPTION	1729	1620	1450	1495	875	N/A
COMPANY SHARES (%)						
1) PHILIP MORRIS	41.7	42.4	42.3	44.2	45.5	60.8
2) ROTHMANS INTERNATIONAL	28.6	24.9	22.6	19.7	19.4	18.7
3) B.A.T.	14.0	13.8	12.7	13.0	12.9	6.4
4) BROWN & WILLIAMSON	7.9	9.8	11.0	9.0	8.0	5.2
5) R. J. REYNOLDS	2.1	2.5	2.9	3.4	3.8	3.3
6) GALLAHER	2.5	2.0	1.8	1.9	2.0	2.0
OTHERS	3.2	4.6	6.7	8.8	8.4	3.6
BRAND FAMILY SHARES %						
BRAND NAME	MANUFACTURER					
1) MARLBORO	PHILIP MORRIS	38.4	38.5	37.4	38.8	39.8
2) ROTHMANS	R.I.	19.6	16.9	14.4	12.4	12.0
3) CRAVEN A	R.I.	3.1	2.6	3.9	3.6	3.8
4) MERIT	PHILIP MORRIS	1.4	2.0	2.5	2.8	3.0
5) PLAYERS GOLD LEAF	B.A.T.	8.8	8.7	8.1	8.1	7.6
6) CLEOPATRA	EASTERN	1.6	2.9	4.7	7.2	7.1
7) L&M	PHILIP MORRIS	1.6	1.6	2.0	2.2	2.2
8) VICEROY	B&W	3.6	4.4	5.9	4.9	4.5
9) DUNHILL	R.I.	3.6	3.2	2.9	2.6	2.3
10) GOLD COAST	R.J. REYNOLDS	---	0.4	0.8	1.6	2.3
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR (10-12MG)		87.5	85.3	83.7	83.4	82.6
LIGHTS (6-10MG)		10.0	10.4	11.7	12.1	12.4
SUPERLIGHTS (<6MG)		2.5	4.3	4.6	4.5	5.0
BY BLEND						
UK		44.9	40.3	37.0	34.6	33.8
US		53.4	56.8	58.0	58.0	59.0
OTHERS		1.7	2.9	5.0	7.4	7.3
TOTAL		100.0	100.0	100.0	100.0	100.0

(A): KUWAIT MARKET CLOSED AUGUST 2, 1990 INVASION BY IRAQ. IT RE-OPENED MID 1991.

2500058340

EEMA 25

PHILIP MORRIS INTERNATIONAL FACT BOOK

(KUWAIT)

	1986	1987	1988	1989	1990	1991
BY PRICE &						
ABOVE PREMIUM (2.60 AND ABOVE)	2.3	1.8	1.7	1.7	1.7	1.8
PREMIUM (2.20-2.59)	72.6	70.7	66.4	64.7	64.8	75.2
BELOW PREMIUM (1.90-2.19)	7.3	7.2	7.6	7.3	7.1	6.6
MID (1.50-1.89)	9.4	9.1	8.5	8.5	8.0	4.3
LOW (1.10-1.49)	8.4	11.2	15.8	17.8	18.4	12.0
CHEAP (BLEOW 1.10)	0.0	0.0	0.0	0.0	0.0	0.1

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			1	1	1	1
D) MAGAZINES			1	1	1	1
E) COUPONS			2	2	3	3
F) POINT OF SALE			1	1	1	1
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			*2	*2	2/3	**3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO

\*BUT TOLERATED AT EVENTS HELD INDOORS.

\*\*FOR MAJOR EVENTS - MUNICIPALITY APPROVAL

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALI

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.6	1.5	1.4	1.8	1.8	1.6
PER CAPITA CONSUMPTION	190	175	165	190	193	160

COMPANY SHARES (%)

1) SONATAM	59.9	60.8	63.7	51.4	52.5	54.6
2) ROTHMANS	10.0	11.8	13.0	28.1	30.0	31.2
3) PHILIP MORRIS	18.4	15.6	13.5	13.4	13.1	11.3
4) SEITA	8.3	7.9	8.8	6.7	4.2	2.8
5) R. J. REYNOLDS	3.4	3.7	0.7	0.5	0.1	--
6) BROWN & WILLIAMSON	--	0.2	0.2	--	--	--
OTHERS	--	--	--	--	--	--

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) LIBERTE	SONATAM	54.6	54.7	56.5	46.4	49.4	48.7
2) CLAREMONT	ROTHMANS	--	--	--	11.6	14.2	18.7
3) MARLBORO	PM	18.4	15.6	13.5	13.4	13.0	11.3
4) CRAVEN	ROTHMANS	7.5	7.0	7.6	10.2	9.3	7.0
5) MANSA	SONATAM	5.0	6.1	7.2	5.0	3.1	5.9
6) DUNHILL INT'L	ROTHMANS	2.5	4.5	5.3	6.1	6.3	5.2
7) GAULOISES	SEITA	8.3	7.9	6.6	4.3	3.0	2.0
8) FINE	SEITA	--	--	2.1	2.3	1.2	0.8
9) L&M	PM	--	--	--	--	0.1	0.1
10) ROTHMANS KS	ROTHMANS	--	0.2	0.2	0.2	0.1	0.1

2500058342

PHILIP MORRIS INTERNATIONAL FACT BOOK

(MALI)

	1986	1987	1988	1989	1990	1991
<b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	**1	***3
C) NEWSPAPERS			1	1	**1	***3
D) MAGAZINES			1	1	**1	***3
E) COUPONS			N/A	N/A	**1	***3
F) POINT OF SALE			*1	*1	**1	***3
G) BILLBOARDS			2	2	**1	***3
H) CINEMA			2	1	**1	***3
I) SAMPLING			N/A	1	**1	***3
<b>HEALTH WARNING &amp; T&amp;N LISTINGS</b>						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
B) CARTONS						
C) ADVERTISING						
			NO	NO	NO	NO
			NO	NO	NO	NO
			NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
B) CARTONS						
C) ADVERTISING						
			NO	NO	NO	NO
			NO	NO	NO	NO
			NO	NO	NO	NO

\*BUT SPECIFIC RESTRICTION FOR TOBACCO ADVERTISING.

\*\*TO BE CHANNELLED THROUGH THE MONOPOLY.

\*\*\*BY VOLUNTARY AGREEMENT

2500058343

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALTA

	1986	1987	1988	1989	1990	1991		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	635	640	645	640	630	630		
OF WHICH LOCAL MANUFACTURE: %	99.2	99.5	99.4	99.4	99.4	99.4		
IMPORTED FROM 1) US	0.8	0.4	0.3	0.3	0.3	0.3		
2) UK	--	0.4	0.3	0.3	0.3	0.3		
POPULATION TOTAL (MILLIONS)	0.32	0.32	0.32	0.32	0.36	0.36		
PER CAPITA CONSUMPTION	1984	2000	2015	2000	2182	2182		
COMPANY SHARES								
1) CARRERAS OF MALTA	62.7	62.5	64.0	64.4	63.6	63.4		
2) MALTA TOBACCO (BAT)	31.2	30.3	29.5	29.5	29.5	29.5		
3) PM	2.7	2.8	3.1	3.0	3.3	3.3		
4) GALLAHER	2.0	3.3	2.5	2.5	3.0	3.2		
5) ATW	1.1	0.8	0.6	0.6	0.6	0.6		
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK							
	OWNERSHIP	MANUFACTURER						
1) ROTHMANS	ROTHMANS	CENTRAL CIGT. CO.	46.5	45.9	51.1	58.8	57.2	57.0
2) DU MAURIER	BAT	CENTRAL CIGT. CO.	26.4	25.6	24.0	23.2	23.2	23.2
3) DUNHILL	ROTHMANS	CENTRAL CIGT. CO.	15.6	15.0	15.4	11.2	11.2	11.2
4) MARLBORO	PM	ATW (MALTA)	2.7	2.8	3.1	2.7	3.1	3.2
5) SILK CUT	GALLAHER	GALLAHER	2.0	3.3	2.5	1.8	3.0	3.1
6) B&H	BAT	CENTRAL CIGT. CO.	4.7	4.7	2.3	1.7	1.7	1.7
7) MILDE SORTE	ATW	ATW (MALTA)	0.6	0.5	0.3	0.3	0.3	0.3
8) RONSON	ATW	ATW (MALTA)	0.5	0.3	0.3	0.3	0.3	0.3
MARKET SEGMENTATION %								
FILTER			100	100	100	100	100	100

2500058344



PHILIP MORRIS INTERNATIONAL FACT BOOK

MALTA

	1986	1987	1988	1989	1990	1991
<b>TAR &amp; NICTINE SEGMENTATION %</b>						
LOW (-15mg)	91.0	91.0	91.0	91.0	91.0	91.0
HIGH/FULL FLAVOR (+15mg)	9.0	9.0	9.0	9.0	9.0	9.0
<b>TOBACCO TYPE SEGMENTATION %</b>						
BLOND: AMERICAN	3.2	3.1	3.4	3.0	3.4	3.4
VIRGINIA	96.2	95.4	96.3	96.7	96.3	96.3
EUROPEAN	0.6	0.5	0.3	0.3	0.3	0.3
<b>LENGTH SEGMENTATION %</b>						
70 MM AND SHORTER	56.8	56.1	55.1	54.5	54.5	54.5
71 MM TO 85 MM	43.2	43.9	44.9	45.5	45.5	45.5
<b>PACK TYPE SEGMENTATION %</b>						
SOFT PACK	---	---	---	---	---	---
FLIP TOP BOX	100.0	100.0	00.0	100.0	100	100
PRINCESS PACK	---	---	---	---	---	---
<b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	3	3	3	3	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	3	3
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	1	1	1	1	1	1

2500058345

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MOROCCO

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	14.0	14.8	14.8	14.7	14.2	14.0
PER CAPITA CONSUMPTION	660	675	660	599	567	545
COMPANY SHARES OF TOTAL MARKET (%)						
1)REGIE DES TABACS	89.9	91.4	90.2	88.7	88.2	86.2
2)R.J. REYNOLDS	5.2	5.0	6.2	6.3	6.6	8.1
3)PHILIP MORRIS	4.2	3.0	3.1	4.4	4.6	5.1
4)BROWN & WILLIAMSON	0.3	0.3	0.3	0.3	0.2	0.2
OTHERS	0.4	0.3	0.2	0.3	0.4	0.4
BRAND FAMILY SHARES OF TOTAL MARKET (%)						
BRAND NAME MANUFACTURER						
1)CASA SPORT REGIE	47.4	51.8	50.7	47.0	45.1	37.8
2)MARQUISES REGIE	5.0	4.6	7.2	11.9	13.9	18.5
3)OLYMPIC REGIE	18.6	16.0	13.2	11.0	9.8	11.0
4)WINSTON R.J. REYNOLDS	5.1	4.9	6.0	6.2	6.5	8.0
5)BEST REGIE	6.8	6.1	6.7	7.3	7.5	7.8
6)MARLBORO PHILIP MORRIS	4.1	3.0	3.1	4.4	4.5	5.1
7)MARVEL REGIE	---	0.2	0.1	0.7	2.8	3.6
8)MAGHREB REGIE	3.9	3.7	3.7	3.2	2.9	2.7
9)FAVORITES REGIE	3.2	3.7	2.3	2.9	2.4	1.9
10)TROUPE FAR REGIE	1.9	2.2	2.9	2.3	2.0	1.3
MARKET SEGMENTATION %						
FILTER	47.2	42.2	44.1	47.8	50.5	59.0
NON-FILTER	52.8	57.8	55.9	52.2	49.5	41.0
INTERNATIONAL/LOCAL SEGMENTATION (%)						
LOCAL	89.9	91.4	90.2	88.7	88.2	86.2
INTERNATIONAL	10.1	8.6	9.8	11.3	11.8	13.8

2500058346

EEMA 31

PHILIP MORRIS INTERNATIONAL FACT BOOK

(MOROCCO)

	1986	1987	1988	1989	1990	1991
COMPANY SHARES OF IMPORTS (%)						
1)R.J. REYNOLDS	51.4	58.1	62.5	56.1	56.5	58.8
2)PHILIP MORRIS	41.2	34.5	31.6	38.8	38.7	36.9
3)BROWN & WILLIAMSON	2.7	3.2	2.7	2.3	2.0	1.8
OTHERS	4.7	4.2	3.2	2.8	2.7	2.5

BRAND FAMILY SHARES OF IMPORTS (%)

BRAND NAME	MANUFACTURER						
1)WINSTON	R.J. REYNOLDS	50.0	56.4	60.6	54.8	55.2	57.5
2)MARLBORO	PHILIP MORRIS	41.0	34.4	31.4	38.7	38.7	36.8
3)KENT	BROWN & WILLIAMSON	2.7	3.2	2.7	2.3	2.0	1.8
4)CAMEL	R.J. REYNOLDS	1.1	1.3	1.7	1.2	1.1	1.1

(MOROCCO)

1986                      1987                      1988                      1989                      1990                      1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION			2	2	2	2
B) RADIO			2	2	***1	1
C) NEWSPAPERS			*3	*3	***3	***3
D) MAGAZINES			*3	*3	***3	***3
E) COUPONS			2	2	2	2
F) POINT OF SALE			3	3	***3	***3
G) BILLBOARDS			3	3	***3	***3
H) CINEMA			1	1	***1	1
I) SAMPLING			**3	**3	***3	***3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO

\*ALLOWED ONLY FOR NEW LAUNCHES (MAX. 3 MONTHS).

\*\*DURING PROMOTIONS ONLY.

\*\*\*SUBJECT TO APPROVAL OF MONOPOLY.

2500058348

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NIGERIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.9	7.7	8.7	8.5	7.2	6.7
PER CAPITA CONSUMPTION	80	78	85	81	68	
COMPANY SHARES (%)						
1)NIGERIA TOBACCO COMPANY (B.A.T.)	82.1	79.4	82.0	82.5	86.1	87.2
2)INTERNATIONAL TOBACCO COMPANY LIMITED (25%PM)	17.9	20.6	18.0	17.5	13.9	12.8

BRAND FAMILY%

BRAND NAME	MANUFACTURER						
1)THREE RINGS	NTC	36.1	32.1	35.7	35.1	38.2	38.6
2)SM	NTC	13.7	11.9	13.0	12.9	15.4	15.5
3)GOLD LEAF	NTC	12.4	13.7	10.8	13.0	12.7	12.4
4)HIGH SOCIETY	NTC	10.9	13.9	10.4	9.1	10.6	11.8
5)LINK	ITCL/PM	9.4	10.2	8.1	8.5	7.4	6.9
6)MARS	NTC	7.1	5.7	6.0	5.6	6.3	5.8
7GREEN SPOT	ITCL/PM	3.4	3.9	4.5	4.6	4.4	4.1
8)TARGET	ITCL/PN	4.6	6.5	5.2	3.9	1.9	1.9
9)BICYCLE	NTC	---	---	0.4	0.6	0.7	1.2
10)MARLBORO	ITCL/PM	0.3	0.1	0.2	0.4	0.1	---

MARKET SEGMENTATION %

FILTER	97.4	98.0	94.8	94.6	93.7	92.7
NON-FILTER	2.6	2.0	5.2	5.4	6.3	7.3

PRICE SEGMENTATION

PREMIUM	4.7	1.7	5.5	3.8	0.1	0.1
MEDIUM	30.6	38.5	33.2	33.5	31.3	56.1
LOW	64.7	59.8	61.2	62.7	68.6	43.8

2500058349

PHILIP MORRIS INTERNATIONAL FACT BOOK

(NIGERIA)

	1986	1987	1988	1989	1990	1991
<b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			*1	1	2	
B) RADIO			**1	1	3	
C) NEWSPAPERS			***1	1	3	
D) MAGAZINES			***1	1	3	
E) COUPONS			N/A	1	3	
F) POINT OF SALE			1	1	3	
G) BILLBOARDS			1	1	3	
H) CINEMA			1	1	3	
I) SAMPLING			****2	1	3	

**HEALTH WARNING & T&N LISTINGS**  
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	YES

**SPECIFIC T&N NUMBERS ON:**

A) PACKS	NO	NO	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	YES

\*BUT TOBACCO ADVERTISING NOT ACCEPTED BY NTV K 1980.

\*\*BUT TOBACCO ADVERTISING NOT ACCEPTED BY RADINCE 1980 AND RADIO KANM SINCE 1988.

\*\*\*BUT TOBACCO ADVERTISING NOT ACCEPTED BY NEWSINCE 1980.

\*\*\*\*BUT TOBACCO ADVERTISING NOT ACCEPTED BY NEWSINCE 1980.

\*\*\*\*\*BY VOLUNTARY AGREEMENT SINCE 1982.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NORWAY

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.6	2.7	2.8	2.9	2.9	3.0
PER CAPITA	630	654	677	694	694	708
COMPANY SHARES (%)						
1)SKANDINAVISK TOBACCO CO. (STC)	37.9	39.9	42.1	46.5	49.4	51.9
2)PHILIP MORRIS	14.0	14.3	14.4	15.0	15.0	15.4
3)B.A.T.	14.8	13.9	13.5	12.6	11.7	10.6
4)BROWN & WILLIAMSON	9.4	8.8	7.9	8.3	7.9	7.7
5)TIEDEMANN	8.2	7.8	8.1	8.0	7.2	6.9
6)ROTHMANS INTERNATIONAL	9.1	9.1	8.4	5.2	4.5	4.1
7)R. J. REYNOLDS	4.8	4.6	4.1	2.9	3.1	2.7
OTHERS	1.8	1.6	1.4	1.5	1.2	0.7

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1)PRINCE	STC	37.9	39.9	42.1	46.5	49.4	51.9
2)MARLBORO	P. M.	11.9	11.8	12.0	12.8	12.9	13.4
3)PALL MALL	BAT	13.8	12.7	12.6	11.8	10.9	9.7
4)BARCLAY	B&W	8.6	8.0	7.4	7.9	7.5	7.3
5)DUNHILL	R.I	6.7	6.5	6.3	4.3	3.8	3.5
6)PETTEROE'S	TIEDEMANN	2.1	2.4	2.5	2.7	3.0	3.4
7)MERIT	P. M.	1.8	2.4	2.3	2.1	1.9	1.7
8)SOUTH STATE	TIEDEMANN	3.3	2.7	2.3	2.1	1.7	1.4
9)SALEM	R.J.R.	2.0	2.0	1.8	1.3	1.2	1.1
10)CAMEL	R.J.R.	1.3	1.3	1.3	1.1	1.0	1.0

158850009Z

<u>(NORWAY)</u>	1986	1987	1988	1989	1990	1991
<b>TASTE CATEGORY SEGMENTATION (%)</b>						
FULL FLAVOR (15 MG AND OVER)	60.2	55.8	52.6	48.8	45.4	42.9
LIGHTS (8-14)	30.9	34.6	38.1	41.6	45.4	48.0
SUPERLIGHTS (0-7 MG)	9.1	9.7	9.3	9.6	9.2	9.1
<b>MARKET SEGMENTATION (%)</b>						
FILTER	91.4	92.6	93.4	94.0	94.6	95.5
NON-FILTER	8.6	7.4	6.6	6.0	5.4	4.5
<b>SEGMENTATION BY PACK TYPE %</b>						
BOX	86.0	89.4	90.5	90.6	91.2	92.2
SOFT	13.9	10.6	9.5	9.4	8.8	7.8
PRINCESS	0.0	0.0	0.0	0.0	0.0	0.0
<b>SEGMENTATION BY ITEMS PER PACK %</b>						
10'S PACK	15.5	15.6	15.1	15.7	15.1	15.9
14'S PACK	0.1	0.0	0.0	0.0	0.0	0.0
20'S PACK	84.5	84.4	84.9	84.3	84.3	84.1
50'S PACK	---	---	---	0.0	0.0	0.0
<b>SEGMENTATION BY SIZE %</b>						
67-75 MM	4.3	3.6	2.9	2.6	2.2	1.9
76-82 MM	5.4	5.1	4.4	3.3	3.1	2.6
83-85 MM	90.3	91.2	92.7	94.1	94.7	95.5
86 AND ABOVE	0.1	0.1	0.0	0.0	0.0	0.0
<b>MENTHOL SEGMENTATION %</b>						
MENTHOL	7.8	7.3	7.0	5.7	5.1	4.4
NON-MENTHOL	92.2	92.7	93.0	94.3	94.9	95.6

2500058352



(NORWAY)

1986                      1987                      1988                      1989                      1990                      1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- \*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			2	2	2	2
D) MAGAZINES			2	2	2	2
E) COUPONS			N/A	2	2	2
F) POINT OF SALE			2	2	2	2
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			2	2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO
	C) ADVERTISING	PROHIBITED	PROHIBITED	PROHIBITED	N/A

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	PROHIBITED	PROHIBITED	PROHIBITED	N/A

2500058353

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: OMAN

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.2	1.1	1.1	1.1	1.2	1.2
PER CAPITA CONSUMPTION	959	834	799	766	814	812
COMPANY SHARES (%)						
1)B.A.T.	46.4	45.1	43.5	43.6	43.3	41.0
2)ROTHMANS INTERNATIONAL	38.5	38.4	37.1	35.3	33.8	32.4
3)PHILIP MORRIS	5.8	7.1	8.7	10.2	12.2	14.8
4)R. J. REYNOLDS	2.0	1.1	2.4	3.2	3.4	4.5
5)GALLAHER	2.0	2.2	2.6	2.6	2.2	2.3
6)BROWN & WILLIAMSON	1.2	1.0	1.0	1.0	0.8	0.7
OTHERS	4.1	5.1	4.7	4.4	4.3	4.3
BRAND FAMILY SHARES %						
BRAND NAME	MANUFACTURER					
1)ROTHMANS	R.I.	28.5	26.7	22.7	20.9	19.8
2)PLAYERS GOLD LEAF	B.A.T.	27.2	21.7	18.6	16.9	16.1
3)MARLBORO	PHILIP MORRIS	5.5	6.5	7.9	9.7	11.7
4)CAPSTAN	B.A.T.	3.4	5.5	6.2	7.3	8.8
5)STATE EXPRESS	B.A.T.	8.8	8.5	8.6	8.7	8.4
6)DUNHILL	R.I.	7.5	8.0	7.4	7.1	6.6
7)CRAVEN A	R.I.	1.2	2.3	5.5	6.0	6.1
8)WILLS GOLD FLAKE	B.A.T.	--	--	1.4	3.8	4.3
9)BENSON & HEDGES	B.A.T.	3.5	3.3	3.4	3.3	3.0
10)DORCHESTER	R.J. REYNOLDS	---	---	1.4	1.7	1.9
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR (10-12 MG)		96.7	95.6	93.3	91.7	90.9
LIGHTS (6-9 MG)		2.5	3.3	5.3	6.9	7.9
SUPERLIGHTS (<6 MG)		0.9	1.1	1.4	1.4	1.2

PHILIP MORRIS INTERNATIONAL FACT BOOK

(OMAN)

	1986	1987	1988	1989	1990	1991
PRICE SEGMENTATION (%)						
ABOVE PREMIUM	1.0	0.9	1.0	0.9	0.9	0.9
PREMIUM	39.5	38.5	36.7	37.1	37.1	38.2
BELOW PREMIUM	14.0	14.5	13.3	12.7	11.4	9.7
MEDIUM	35.0	27.8	25.6	24.2	23.3	21.6
LOW	3.6	6.9	7.9	13.4	14.7	15.0
CHEAP	6.9	11.4	15.5	11.7	12.7	14.6

BY BLEND %

UK	90.2	89.8	88.2	85.5	83.7	80.4
US	9.1	9.2	11.7	13.8	15.4	18.7
OTHERS	0.7	1.0	0.1	0.7	0.9	0.9

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	2	2	2	2
B) RADIO	2	2	2	2
C) NEWSPAPERS	1	1	1	1
D) MAGAZINES	1	1	1	1
E) COUPONS	1	1	1	1
F) POINT OF SALE	*3	*3	1	**3
G) BILLBOARDS	2	2	2	2
H) CINEMA	2	2	2	2
I) SAMPLING	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO

\*NO ADVERTISING FOR TOBACCO IN FRONT OF OUTLET.

\*\*INDOOR ONLY

2500058355

EEMA 40

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: POLAND

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	98.0	96.0	95.3	86.0	97.5	97.0
POPULATION IN MILLIONS	36.7	36.7	36.7	36.7	36.7	38.0
PER CAPITA CONSUMPTION	2,670	2,616	2,597	2,343	2,657	2553

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION					2	2
B) RADIO					2	2
C) NEWSPAPERS					1	1
D) MAGAZINES					1	1
E) COUPONS					1	1
F) POINT OF SALE					1	1
G) BILLBOARDS					1	1
H) CINEMA					1	1
I) SAMPLING					1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES
B) CARTONS	NO	NO
C) ADVERTISING	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES
B) CARTONS	NO	NO
C) ADVERTISING	NO	NO

953890005Z

EEMA 41

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: QATAR

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.6	0.6	0.6	0.6	0.6	0.7
PER CAPITA CONSUMPTION	1747	1697	1721	1600	1663	1459
COMPANY SHARES (%)						
1)ROTHMANS INTERNATIONAL	44.5	44.1	44.0	45.5	42.3	43.1
2)PHILIP MORRIS	14.6	16.9	19.6	20.2	22.7	24.1
3)B.A.T.	29.3	27.2	25.2	21.4	21.9	21.6
4)R.J. REYNOLDS	2.4	2.3	1.7	4.1	5.2	4.0
5)GALLAHER	3.9	3.7	3.0	3.0	2.5	2.3
6)BROWN & WILLIAMSON	3.4	2.9	2.9	2.8	2.1	1.9
OTHERS	2.0	2.9	3.6	3.0	3.3	3.0
BRAND FAMILY SHARES (%)						
BRAND NAME	MANUFACTURER					
1)JUBILEE	R.I.	2.1	5.6	8.0	13.3	17.2
2)MARLBORO	PHILIP MORRIS	14.1	16.3	18.6	18.9	18.5
3)ROTHMANS	R.I.	31.0	27.3	25.9	23.2	17.7
4)PLAYERS GOLD LEAF	B.A.T.	15.7	11.9	11.1	6.9	6.5
5)WILLS GOLD FLAKE	B.A.T.	---	---	---	4.2	7.6
6)L&M	PHILIP MORRIS	0.1	0.3	0.5	0.8	3.7
7)DUNHILL	R.I.	8.0	7.3	6.5	6.1	4.8
8)STATE EXPRESS 555	B.A.T.	9.2	8.1	7.3	5.3	3.7
9)BENSON & HEDGES	B.A.T.	3.8	3.6	3.2	2.8	2.6
10)SILK CUT	GALLAHER	2.9	3.0	2.5	2.5	2.1
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR		92.0	89.5	88.5	86.8	84.7
LIGHTS		6.1	8.2	9.3	10.7	13.0
SUPERLIGHTS		1.9	2.3	2.2	2.4	2.3

2500058357

EEMA 42

PHILIP MORRIS INTERNATIONAL FACT BOOK

(QATAR)

	1986	1987	1988	1989	1990	1991
PRICE SEGMENTATION (%)						
ABOVE PREMIUM	3.2	3.0	1.9	1.7	1.3	1.3
PREMIUM	58.9	55.3	53.7	53.0	46.0	43.6
BELOW PREMIUM	16.7	16.5	15.7	11.1	7.9	7.3
MEDIUM	16.5	14.0	14.6	9.4	1.2	1.2
LOW	2.1	2.0	2.2	1.8	10.0	17.4
CHEAP	2.6	9.1	11.8	23.0	33.6	29.2

BY BLEND %

UK	77.3	74.4	72.0	71.5	67.9	68.0
US	20.7	22.7	24.5	26.6	30.4	30.4
OTHERS	2.0	2.9	3.5	1.9	1.7	1.6

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- \*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			1	1	1	1
D) MAGAZINES			1	1	1	1
E) COUPONS			1	1	1	1
F) POINT OF SALE			*3	*3	3	3
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			**3	**3	3	***3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES

\*NO ADVERTISING IN FRONT OF OUTLET.

\*\*TOBACCO SAMPLING PROHIBITED IN PUBLIC PREMIS

\*\*\*FOR MAJOR EVENTS - MUNICIPALITY APPROVAL REQUIRED

PHILIP MORRIS INTERNATIONAL FACT BOOK

(QATAR)

SPECIFIC T&N NUMBERS ON:

A) PACKS

B) CARTONS

C) ADVERTISING

1986

1987

1988

1989

1990

1991

YES

NO

NO

YES

NO

NO

YES

NO

NO

YES

NO

NO

2500058359

EEMA 44

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: REUNION

	1986	1987	1988	1989	1990	1991
TOTAL MARKET (BILLIONS)	0.9	0.9	1.0	1.0	0.9	0.9
PER CAPITA CONSUMPTION (TOTAL POPULATION)	1279	1254	1229	1184	1050	1055

% COMPANY SHARES

1)BAT	45.8	48.3	50.2	52.3	51.7	51.6
2)SITAR (SEITA)	31.9	28.1	26.7	23.4	22.4	20.2
3)PHILIP MORRIS	7.0	8.4	9.4	10.7	12.6	14.6
4)ROTHMANS INTERNATIONAL	13.1	12.6	12.1	12.1	11.7	11.6
OTHERS	2.2	2.6	1.6	1.5	1.6	2.0

% BRAND FAMILY SHARES

BRAND NAME	MANUFACTURER						
1)GLADSTONE	BAT	37.0	38.2	39.9	42.0	41.4	40.1
2)MARLBORO	PM	5.6	6.6	7.5	8.2	10.5	12.3
2)GAULOISES	SITAR	19.0	16.7	14.0	12.9	12.4	11.1
4)BENSON & HEDGES	BAT	7.9	8.5	9.4	9.4	9.5	10.6
5)P. STUYVESANT	RI	6.0	5.6	5.5	6.1	6.0	6.3
6)ROYALE	SITAR	4.0	4.1	3.4	4.9	4.5	4.0
7)CRAVEN A	RI	5.4	5.3	4.2	3.9	3.6	3.4
8)BASTOS	SITAR	6.6	5.5	4.8	4.2	3.7	3.2
9)PHILIP MORRIS LIGHTS	PM	1.5	1.7	1.9	2.2	1.8	2.1
10)DUNHILL	RI	1.5	1.5	1.6	1.5	1.6	1.5

0988900092



PHILIP MORRIS INTERNATIONAL FACT BOOK

(REUNION)

1986 1987 1988 1989 1990 1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			3	3	3	3
D) MAGAZINES			3	3	3	3
E) COUPONS			2	2	2	2
F) POINT OF SALE			1	1	3	3
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			2	2	3	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO

1988900052

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ROMANIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	35.0	35.0	34.5	34.3	32.0	32.0
POPULATION IN MILLIONS	23.5	23.5	23.4	23.3	23.2	23.1
PER CAPITA CONSUMPTION	1,489	1,489	1,674	1,672	1,379	1,385

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION					1	1
B) RADIO					1	1
C) NEWSPAPERS					1	1
D) MAGAZINES					1	1
E) COUPONS					1	1
F) POINT OF SALE					1	1
G) BILLBOARDS					1	1
H) CINEMA					1	1
I) SAMPLING					1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO
B) CARTONS	NO	NO
C) ADVERTISING	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO
B) CARTONS	NO	NO
C) ADVERTISING	NO	NO

250058362

EEMA 47

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SAUDI ARABIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	13.2	12.7	13.1	13.7	14.5	14.7
PER CAPITA CONSUMPTION	1100	1172	1216	1240	1200	1175
COMPANY SHARES (%)						
1) PHILIP MORRIS	36.7	39.7	38.9	38.3	41.0	44.8
2) R.J. REYNOLDS	5.4	11.8	18.5	19.2	17.4	14.0
3) B.A.T.	9.0	8.3	7.8	10.2	11.9	12.8
4) ROTHMANS INTERNATIONAL	23.6	20.5	15.1	13.0	11.3	10.2
5) ST. PAULS	10.6	4.3	4.0	3.9	4.1	4.3
6) BROWN & WILLIAMSON	3.8	4.7	5.4	5.2	3.8	3.4
8) GALLAHER	2.2	2.1	1.8	1.6	1.9	2.6
7) EASTERN	2.7	2.2	2.1	2.4	1.9	2.4
OTHERS	6.0	6.4	6.4	6.2	6.8	5.5

BRAND FAMILY SHARES (%)

BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	33.7	33.2	31.1	30.7	32.4	36.0
2) GOLD COAST	R.J.R.	3.0	9.8	17.0	17.6	15.6	11.9
3) PLAYERS GOLD LEAF	B.A.T.	5.4	3.9	4.1	6.3	7.8	8.9
4) ROTHMANS	R.I.	17.0	14.5	10.4	8.9	7.7	6.3
5) L&M	PHILIP MORRIS	0.9	0.8	0.8	1.2	2.8	5.2
6) LONDON	ST. PAULS	10.6	4.3	4.0	3.9	4.1	4.3
7) CLEOPATRA	EASTERN	2.7	2.2	2.1	2.4	1.9	2.4
8) VISA	PHILIP MORRIS	0.1	3.0	5.3	5.0	4.5	2.3
9) CARLTON	GALLAHER	0.6	0.9	1.0	0.9	1.3	1.7
10) STATE EXPRESS 555	B.A.T.	1.8	2.0	1.6	1.6	1.5	1.6

898850005Z

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SAUDI ARABIA)

	1986	1987	1988	1989	1990	1991
<b>MARKET SEGMENTATION (%)</b>						
<b>BY TASTE</b>						
FULL FLAVOR (10-12 MG)	87.7	85.4	82.5	80.7	79.3	78.2
LIGHTS (6-10 MG)	9.9	10.5	12.7	14.6	16.0	16.5
SUPERLIGHTS (0-5 MG)	2.4	4.1	4.8	4.7	4.6	5.3
<b>BY BLEND %</b>						
UK	49.0	38.2	31.8	32.0	30.6	29.3
US	48.2	59.5	66.1	65.5	67.4	68.2
OTHERS	2.8	2.3	2.1	2.4	2.0	2.5
<b>PRICE SEGMENTATION (%)</b>						
ABOVE PREMIUM (4.50 AND ABOVE)	3.7	3.1	2.2	2.0	1.8	0.8
PREMIUM (4.00)	59.9	56.7	49.2	47.1	47.7	52.2
BELOW PREMIUM (3.50)	5.2	8.0	8.7	7.2	5.2	3.1
MEDIUM (3.00)	7.2	5.0	0.9	1.2	1.0	0.6
LOW (2.50)	8.9	8.5	12.4	12.9	23.6	32.6
CHEAP (1.50-2.00)	15.2	18.7	26.6	29.6	20.7	10.7

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SAUDI ARABIA)

1986 1987 1988 1989 1990 1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			2	2	*2	*2
D) MAGAZINES			*2	*2	>2	*2
E) COUPONS			2	2	2	2
F) POINT OF SALE			2	**2	2	2
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			2	2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	N/A	N/A	N/A	N/A

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO

\*ALLOWED IN IMPORTED PRESS AND SAUDI PUBLICATIONS BASED OUTSIDE S.A. WITH PAN-ARAB CIRCULATION.

\*\*SOME COMPANIES USE BRANDED/UNBRANDED P.O.S.

2500058365

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SENEGAL

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,129	2,020	1890	1819	1815	1724
PERCAPITA CONSUMPTION	325	314	286	254	248	231
COMPANY SHARES (%)						
1) MTOA	44.5	34.0	28.3	36.4	53.3	47.6
2) ROTHMANS INTERNATIONAL	8.1	9.5	8.8	9.6	16.7	21.7
3) PHILIP MORRIS	20.7	28.6	29.3	29.0	20.0	20.9
4) SEITA	3.2	2.9	2.8	3.9	7.9	8.9
5) B.A.T.	6.4	10.3	18.6	14.3	1.8	0.9
6) REYNOLDS	13.1	13.6	11.9	6.4	0.2	--
7) TABACOFINA	2.2	0.1	--	--	--	--
OTHERS	1.8	1.0	0.3	0.4	0.0	--

BRAND FAMILY SHARES (%)

BRAND NAME	MANUFACTURER						
1) VIKING BLONDES	MTOA	---	---	2.5	8.3	30.5	32.0
2) MARLBORO	P.M. (LIC.)	20.7	20.9	21.1	18.0	19.7	20.7
3) DUNHILL	R.I.	2.9	4.3	3.1	5.7	12.3	17.1
4) CAMELIA	MTOA	34.5	25.3	18.7	15.9	14.1	11.8
5) GAULOISES	SEITA	2.3	2.4	2.0	3.4	7.5	8.6
6) PETER STUYVESANT	ROTHMANS	4.8	4.7	4.6	3.1	3.7	3.5
7) NELSON	MTOA	---	---	---	6.7	5.6	2.3
8) JOB	MTOA	6.1	5.8	5.0	4.1	2.2	1.4
9) ST. MORITZ	R.I.	0.4	0.4	0.5	0.7	0.7	1.2
10) BENSON & HEDGES	BAT	5.5	5.7	5.4	3.8	1.3	0.6

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SENEGAL)

	1986	1987	1988	1989	1990	1991
SEGMENTATION BY BLEND %						
US	38.6	47.7	54.6	52.9	26.3	23.4
UK	15.6	17.5	18.5	22.8	49.4	54.4
LOCAL	45.6	34.5	26.6	22.5	18.3	15.2
OTHERS	0.2	0.4	0.3	1.7	6.0	7.0

SEGMENTATION BY PRICE CATEGORY %

ABOVE PREMIUM	0.8	2.2	2.2	1.5	2.5	2.2
PREMIUM	28.8	31.1	30.3	28.7	32.8	38.0
HIGH	14.0	7.5	5.7	4.2	4.0	3.7
MEDIUM HIGH	9.8	25.6	36.0	40.5	44.4	42.9
MEDIUM LOW	7.2	3.5	3.0	6.4	2.2	1.4
LOW	39.4	30.1	22.8	18.7	14.2	11.8

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- \*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION		2	2	2	2
B) RADIO		1	1	*3	*3
C) NEWSPAPERS		1	1	*3	*3
D) MAGAZINES		1	1	*3	*3
E) COUPONS		N/A	1	*3	*3
F) POINT OF SALE		1	1	*3	*3
G) BILLBOARDS		1	1	*3	*3
H) CINEMA		1	1	*3	*3
I) SAMPLING		2	1	*3	*3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO

\*RESTRICTED BY INDUSTRY VOLUNTARY AGREEMENT (CODE OF CONDUCT).

2500058367

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SENEGAL)

	1986	1987	1988	1989	1990	1991
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

898890009Z

EEMA 53



PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWEDEN

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	11.2	11.1	11.2	10.9	10.6	10.5
PER CAPITA	1,337	1,322	1,325	1,283	1,235	1,224
COMPANY SHARES (%)						
1)SWEDISH TOBACCO CO. (STA)	87.1	87.2	86.9	85.9	85.3	84.7
2)PHILIP MORRIS	10.0	9.9	10.0	11.0	11.3	11.8
3)B.A.T.	1.4	1.4	1.3	1.3	1.2	1.3
4)R.J. REYNOLDS	0.7	0.7	0.8	1.0	1.1	1.3
5)BROWN & WILLIAMSON	0.4	0.4	0.4	0.4	0.4	0.4
OTHERS	0.4	0.4	0.6	0.4	0.6	0.5

BRAND SHARES %

BRAND NAME	MANUFACTURER						
1)BLEND	STA	34.4	35.8	36.5	37.4	38.2	37.9
2)PRINCE	STA	26.9	26.6	26.9	26.1	25.0	25.3
3)MARLBORO	PM	6.3	6.6	7.1	8.3	8.8	9.5
4)RIGHT	STA	6.0	6.7	7.1	7.3	8.0	8.5
5)JOHN SILVER	STA	7.1	6.7	6.4	5.8	5.5	5.2
6)COMMERCE	STA	6.5	5.9	5.2	4.8	4.2	3.8
7)GLENN	STA	2.8	2.6	2.3	2.2	2.0	1.8
8)BOND	PM	2.3	2.1	1.9	1.8	1.7	1.7
9)CAMEL	RJR	0.5	0.5	0.6	0.8	0.9	1.1
10)HOBSON	STA	1.4	1.3	1.2	1.1	1.0	0.9

69E8S000SZ

(SWEDEN)	1986	1987	1988	1989	1990	1991
<b>MARKET SEGMENTATION (%)</b>						
FILTER	93.4	94.0	94.4	94.9	95.5	95.8
NON-FILTER	6.6	6.0	5.6	5.1	4.5	4.2
<b>PRICE SEGMENTATION (%)</b>						
HIGH	42.2	40.1	39.6	39.1	37.7	38.4
LOW	57.8	59.9	60.4	60.9	62.3	61.6
<b>TASTE CATEGORY SEGMENTATION (%)</b>						
FULL FLAVOR	44.0	42.5	41.5	40.1	37.2	35.6
LIGHTS	42.9	43.3	36.5	36.2	36.0	35.4
SUPERLIGHTS	4.4	5.0	12.6	16.2	17.2	19.3
MENTHOL	8.8	9.2	9.4	9.6	9.6	9.7
<b>SEGMENTATION BY TAX CLASSES (%)</b>						
TAX CLASS I (EXPANDED)	10.2	11.9	12.9	13.1	13.6	16.1
TAX CLASS I (REGULAR)	47.6	48.0	47.5	47.8	48.4	47.3
TOTAL CLASS I	57.7	59.9	60.4	60.9	62.0	61.4
TAX CLASS II	42.3	40.1	39.6	39.1	38.0	38.6
<b>SEGMENTATION BY PACK TYPE (%)</b>						
BOX	52.7	55.3	58.3	61.3	63.7	65.0
SOFT	47.3	44.7	41.7	38.6	36.3	35.0
PRINCESS	0.0	0.0	0.0	0.1	0.0	0.0
10'S PACK	1.3	1.3	1.0	1.4	1.5	1.4
14'S PACK	0.1	0.0	0.0	0.0	0.0	0.0
20'S PACK	98.6	98.7	99.0	98.6	98.5	98.6

2500058370

(SWEDEN)	1986	1987	1988	1989	1990	1991
SEGMENTATION BY TAR NUMBERS (%)						
21 MG +	6.4	5.9	5.4	4.9	4.3	4.0
16-20 MG	38.4	37.4	36.4	34.9	32.9	31.6
11-15 MG	43.7	43.5	43.6	43.9	42.9	41.2
6-10 MG	5.6	6.7	7.6	8.5	11.3	13.4
1-5 MG	5.7	6.5	6.8	7.7	8.7	9.9
SEGMENTATION BY SIZE (%)						
67-75 MM	12.2	11.2	10.1	9.2	8.4	7.7
76-82 MM	46.9	49.8	52.8	54.6	56.5	56.9
83-85 MM	40.0	38.1	36.0	34.0	32.7	32.3
86 AND ABOVE	0.9	0.9	1.0	2.2	2.4	3.1
MENTHOL SEGMENTATION (%)						
MENTHOL	8.8	9.2	9.4	9.6	9.6	9.7
NON-MENTHOL	91.2	90.8	90.6	90.4	90.4	90.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			N/A	N/A	N/A	2
B) RADIO			N/A	N/A	N/A	2
C) NEWSPAPERS			3	3	3	3
D) MAGAZINES			3	3	3	3
E) COUPONS			N/A	3	3	2
F) POINT OF SALE			3	3	3	3
G) BILLBOARDS			2	2	3	2
H) CINEMA			*2	2	3	2
I) SAMPLING			3	3	3	3

\*SINCE JULY 1, 1979

1788500052

(SWEDEN)

1986

1987

1988

1989

1990

1991

HEALTH WARNING & T&N LISTINGS  
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS  
B) CARTONS  
C) ADVERTISING

YES	YES	YES	YES
NO	NO	NO	NO
YES	YES	YES	YES

SPECIFIC T&N NUMERS ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

YES	YES	YES	YES
NO	NO	NO	NO
YES	YES	YES	YES

2500058372

EEMA 57

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWITZERLAND

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	15.8	15.9	15.9	16.0	15.9	16.1
PER CAPITA CONSUMPTION	2,426	2,436	2,395	2,392	2,319	2330
COMPANY SHARES (%)						
1) PHILIP MORRIS	37.3	38.0	38.4	39.7	41.7	42.9
2) B.A.T.	19.6	19.3	19.2	18.5	18.8	19.5
3) BURRUS	22.9	22.4	21.3	20.6	18.8	17.3
4) REYNOLDS	7.0	8.0	9.0	9.6	9.6	9.7
5) ROTHMANS (LAURENS)	5.7	5.4	5.5	5.2	5.1	5.0
6) RINSOZ & ORMOND	5.8	5.3	4.9	4.7	4.4	4.1
7) REEMTSMA	1.6	1.6	1.5	1.5	1.4	1.5
OTHERS	0.1	0.2	0.2	0.2	0.2	0.0

BRAND FAMILY SHARES (%)

BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	17.1	17.8	18.5	19.9	21.4	22.3
2) MURATTI	PHILIP MORRIS	10.0	9.7	9.4	9.1	9.0	9.0
3) PARISIENNE	BURRUS	10.4	10.1	9.8	9.4	8.8	8.3
4) SELECT	BURRUS	11.1	11.0	10.5	10.1	8.9	8.0
5) MARYLONG	B.A.T.	8.3	8.0	7.8	7.4	7.5	7.7
6) CAMEL	REYNOLDS	5.8	6.6	7.3	7.7	7.6	7.6
7) BRUNETTE	PHILIP MORRIS	6.6	6.3	6.0	5.5	5.4	5.3
8) BARCLAY	B.A.T.	4.6	4.7	4.8	4.7	4.8	5.3
9) PHILIP MORRIS	PHILIP MORRIS	1.1	1.5	2.0	2.7	3.2	3.6
10) GAULOISES	R & O	4.8	4.4	4.2	3.9	3.7	3.4

874890005Z

(SWITZERLAND)

	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION (%)						
FILTER	96.8	97.0	97.2	97.3	97.5	97.7
NON-FILTER	3.2	3.0	2.8	2.7	2.5	2.3
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR (11 MG AND OVER)	51.1	49.8	48.2	46.8	46.0	44.4
LIGHTS (6-10 MG)	27.6	28.1	29.0	29.6	29.6	30.2
EXTRA LIGHTS (0-5 MG)	21.2	22.1	22.7	23.6	24.4	25.4
SEGMENTATION BY PACK TYPE (%)						
BOX	41.9	44.3	46.8	49.9	52.8	55.2
SOFT	55.7	53.4	51.0	48.1	45.3	43.0
OTHERS	2.4	2.3	2.2	2.0	1.9	1.8
SEGMENTATION BY TOBACCO TYPE (%)						
BLENDED	50.3	52.4	54.5	71.8	76.8	75.2
MARYLAND	40.1	38.8	37.2	20.4	17.9	18.0
BLACK	6.4	5.8	5.4	5.0	4.6	4.2
OTHERS	3.2	3.0	2.9	2.8	2.7	2.6

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- \*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	2	2	2	2
B) RADIO	2	2	2	2
C) NEWSPAPERS	1	1	*3	**3
D) MAGAZINES	1	1	*3	**3
E) COUPONS	*2	2	2	*2
F) POINT OF SALES	1	1	1	1
G) BILLBOARDS	3	3	*3	***3
H) CINEMA	3	3	*3	*3
I) SAMPLING	3	3	3	***3

\*BANNED BY INDUSRTY AGREEMENT.

\*\*PRESS AIMED AT YOUTH (AND BY LAW).

\*\*\*PUBLIC BANNED IN CERTAIN TOWNS (AND BY LAW).

2500058374

(SWITZERLAND)

1986

1987

1988

1989

1990

1991

HEALTH WARNING & T&N LISTING

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

SPECIFIC T&N NUMBERS ON:

A) PACKS

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

2500058375

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TUNISIA

	1986	1987	1988	1989	1990	1991
TOTAL MARKET (BILLIONS)	7.4	7.4	7.4	7.5	8.3	8.7
PER CAPITA CONSUMPTION	1028	1012	985	944	1060	1040
COMPANY SHARES (%)						
1) MONOPOLIES (RNTA/MTK)	98.6	98.3	97.1	96.9	96.6	96.9
2) PHILIP MORRIS	0.4	0.5	1.1	1.4	1.5	1.5
3) SEITA	0.6	1.0	1.5	1.5	1.5	1.3
OTHER IMPORTS	0.4	0.2	0.3	0.2	0.4	0.3
COMPANY SHARES - IMPORTS (%)						
1) PHILIP MORRIS	26.2	31.5	37.6	43.3	44.9	48.1
2) SEITA	41.5	58.7	50.5	48.2	44.5	42.1
3) R.J. REYNOLDS	11.7	6.4	9.4	7.0	7.7	7.3
4) ROTHMANS INTERNATIONAL	9.1	0.6	1.2	--	--	--
OTHERS	11.5	2.8	1.3	1.5	2.9	2.5
% BRAND FAMILY SHARES - IMPORTS (%)						
BRAND NAME	MANUFACTURER					
1) MARLBORO	PM	19.9	24.9	32.1	39.7	44.2
2) ROYALE	SEITA	36.6	54.3	48.6	44.9	40.1
3) CAMEL	RJR	3.3	3.9	4.0	3.4	4.6
4) LARK	PM	5.2	6.1	5.0	3.2	3.4
5) GAULOISES	SEITA	3.5	2.6	1.6	2.4	1.3
6) MORE	RJR	1.8	1.2	1.4	1.2	1.2
7) WINSTON	RJR	4.3	0.6	3.7	1.9	1.1
8) GITANES	SEITA	.15	1.9	0.2	0.9	0.6
9) BENSON & HEDGES	BAT	2.3	0.2	0.2	0.4	0.5
10) SALEM	RJR	1.2	---	0.3	0.4	0.5

2500058376



PHILIP MORRIS INTERNATIONAL FACT BOOK

(TUNISIA)

	1986	1987	1988	1989	1990	1991
<b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			1	1	1	1
D) MAGAZINES			1	1	1	1
E) COUPONS			2	2	2	2
F) POINT OF SALE			1	1	1	1
G) BILLBOARDS			3	3	3	3
H) CINEMA			3	3	3	3
I) SAMPLING			3	3	3	3
<b>HEALTH WARNING &amp; T&amp;N LISTINGS</b>						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

2500058377

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TURKEY

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	65.3	71.8	68.8	74.5	76.7	76.6
PER CAPITA CONSUMPTION	1,278	1,400	1,320	1,420	1,367	1,318

COMPANY SHARES OF TOTAL MARKET (%)

1) TEKEL	89.1	85.0	85.7	84.1	79.6	84.9
2) PHILIP MORRIS	9.4	13.3	12.3	13.7	17.7	13.2
3) R.J. REYNOLDS	0.5	0.8	1.1	1.2	1.5	1.1
4) RINSOZ & ORMOND	0.4	0.4	0.5	0.5	0.4	0.3
5) BAT	0.3	0.3	0.3	0.4	0.5	0.3
6) ROTHMANS INTERNATIONAL	0.2	0.2	0.2	0.2	0.2	0.2
OTHERS	---	---	---	---	0.1	---

BRAND FAMILY SHARES OF TOTAL MARKET (%)

BRAND NAME						
1)MALTEPE	55.5	54.2	56.2	53.1	46.8	46.7
2)SAMSUN	16.5	17.9	18.8	19.0	19.0	19.3
3)MARLBORO	9.0	12.3	10.0	10.8	14.6	11.2
4)TEKEL 2000	---	---	---	2.1	5.8	10.4
5)BIRINCI	7.6	6.5	5.4	5.0	4.1	4.6
6)PARLIAMENT	0.4	1.1	2.2	2.8	3.1	2.1
7)CAMEL	0.2	0.5	0.8	1.0	1.3	0.9
8)BAFRA	3.7	2.1	2.0	1.5	1.1	1.1
9)TOKAT	3.0	2.1	1.3	1.3	1.1	0.9
10)BITLIS	1.9	1.6	1.3	1.2	0.9	0.8

MARKET SEGMENTATION (%)

FILTER	90.3	91.8	93.1	93.6	94.9	94.3
NON-FILTER	9.7	8.2	6.9	6.4	5.1	5.7

2500058378

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

	1986	1987	1988	1989	1990	1991
COMPANY SHARES OF IMPORTED SEGMENT (%)						
1) PHILIP MORRIS	86.5	88.6	85.8	86.0	86.7	87.5
2) R.J. REYNOLDS	5.0	5.2	7.5	7.3	7.2	7.0
3) B.A.T.	2.6	1.8	1.8	2.3	2.3	2.0
4) RINSOZ & ORMOND	3.5	2.9	3.3	3.0	2.2	1.9
5) ROTHMANS INTERNATIONAL	2.0	1.2	1.4	1.1	1.0	1.2
OTHERS	0.5	0.3	0.2	0.3	0.6	0.6
BRAND FAMILY SHARES OF IMPORTED SEGMENT (%)						
1) MARLBORO	82.9	81.6	70.6	68.2	71.6	73.8
2) PARLIAMENT	3.6	7.0	15.2	17.8	15.1	13.7
3) CAMEL	2.1	3.1	5.8	6.1	6.4	6.1
4) SAMSUN	3.5	2.5	3.2	2.9	2.1	1.4
5) SALEM	0.8	0.8	0.7	0.8	0.8	0.9
6) BARCLAY	---	---	0.1	0.7	0.8	0.8
7) HB	0.4	0.4	0.5	0.7	0.7	0.6
8) KENT	1.3	0.9	0.8	0.7	0.7	0.5
9) ROTHMANS	1.2	0.8	0.8	0.6	0.6	0.4
10) PETER STUYVESANT	---	---	---	---	---	0.4

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

	1986	1987	1988	1989	1990	1991
<b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			1	1	1	1
D) MAGAZINES			1	1	1	1
E) COUPONS			*1	*1	1	1
F) POINT OF SALE			1	1	1	1
G) BILLBOARDS			1	1	1	1
H) CINEMA			1	1	1	1
I) SAMPLING			1	1	1	1
<b>HEALTH WARNING &amp; T&amp;N LISTINGS</b>						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
B) CARTONS						
C) ADVERTISING						
			YES	YES	YES	YES
			NO	NO	NO	NO
			**NO	**NO	***YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

\*CONTESTS, PROMOTIONS BUT NO PRICE OFFS.

\*\*NOT REQUIRED, BUT USED FOR MAGAZINE ADVERTISESTED BY/AGREED WITH TEKEL.

\*\*\*PRESS

08E890009Z

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: UNITED ARAB EMIRATES - DOMESTIC

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.3	2.2	2.3	2.6	2.9	2.8
PER CAPITA CONSUMPTION	1,680	1,560	1,600	1,721	1,710	1,555
COMPANY SHARES (%)						
1)B.A.T.	34.9	34.9	29.5	29.4	29.2	27.4
2)PHILIP MORRIS	16.8	19.2	19.3	19.4	22.0	26.1
3)R.J. REYNOLDS	3.3	3.2	13.0	19.5	22.1	20.4
4)ROTHMANS INTERNATIONAL	33.4	30.4	26.7	20.3	16.7	16.2
5)BROWN & WILLIAMSON	3.1	3.9	4.8	5.0	4.1	3.7
6)GALLAHER	3.8	3.0	2.3	2.0	1.7	1.7
OTHERS	4.5	5.3	4.6	4.5	4.2	4.5

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	16.1	18.3	18.3	17.7	18.1	21.2
2)DORCHESTER	R.J. REYNOLDS	0.1	0.3	4.3	8.2	11.4	13.4
3)WILLS GOLD FLAKE	B.A.T.	---	---	2.0	9.9	12.6	11.4
4)ROTHMANS	R.I.	19.7	17.8	14.8	11.1	8.9	8.4
5)DUNHILL	R.I.	10.1	9.0	8.4	6.7	5.4	5.6
6)PLAYERS GOLD LEAF	B.A.T.	13.7	12.0	9.4	6.3	5.2	5.4
7)GOLD COAST	R.J. REYNOLDS	0.5	0.8	5.3	7.9	7.8	4.7
8)L&M	PHILIP MORRIS	0.1	0.1	0.2	1.0	3.3	4.2
9)CAPSTAN	B.A.T.	2.9	4.4	5.0	4.2	3.9	3.3
10)BENSON & HEDGES	B.A.T.	5.7	5.6	4.4	3.7	3.5	3.3

2500058381

PHILIP MORRIS INTERNATIONAL FACT BOOK

(UNITED ARAB EMIRATES - DOMESTIC)

	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION (%)						
BY TASTE						
FULL FLAVOR (10-12 MG)	88.7	85.8	81.9	80.1	79.3	79.4
LIGHTS (6-10 MG)	9.7	12.4	16.0	17.8	18.6	18.6
SUPERLIGHTS (0-6 MG)	1.6	1.8	2.2	2.1	2.0	2.0
BY BLEND						
UK	73.2	69.4	63.6	62.1	61.8	62.0
US	24.7	27.8	34.2	36.5	37.8	37.6
OTHERS	2.1	2.8	2.2	1.4	0.4	0.4

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			1	1	1	1
D) MAGAZINES			1	1	1	1
E) COUPONS			1	1	1	1
F) POINT OF SALE			1	1	1	1
G) BILLBOARDS			3	3	3	3
H) CINEMA			3	3	1	1
I) SAMPLING			1	1	1	*1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO

\*FOR MAJOR EVENTS, MUNICIPALITY APPROVAL IS REQUIRED.

2888500092

EEMA 67

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: YUGOSLAVIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	55.1	55.1	59.2	56.8	54.2	
PER CAPITA CONSUMPTION	2371	2350	2510	2400	2300	
MARKET SEGMENTATION (%)						
LICENSEE	15.8	19.9	20.8	16.3	21.2	
LOCAL BRANDS	84.2	80.1	79.2	83.7	75.6	
IMPORTS	---	---	---	---	3.2	
	1.8	2.2	2.4	2.7	4.8	
COMPANY SHARES - LICENSEE SEGMENT (%)						
1) BRINKMANN/BAT	74.3	68.7	72.0	71.9	64.7	
2) PHILIP MORRIS	11.7	10.9	11.4	16.3	22.5	
3) R.J. REYNOLDS	2.2	4.2	4.0	1.5	4.2	
4) AUSTRIAN TABAKWERKE	6.0	7.3	6.6	5.8	3.0	
5) ROTHMANS INTERNATIONAL	2.3	1.7	2.2	2.1	2.4	
6) BROWN & WILLIAMSON	0.9	3.8	1.6	1.0	2.4	
7) REEMTSMA	2.6	3.4	2.1	1.4	0.8	
OTHERS	---	---	0.1	---	---	
BRAND FAMILY SHARES - LICENSEE SEGMENT (%)						
BRAND NAME	MANUFACTURER					
1) LORD	BRINKMANN	67.8	59.3	67.6	69.6	64.7
2) MARLBORO	PHILIP MORRIS	9.9	8.2	7.4	10.4	16.8
3) BOND STREET	PHILIP MORRIS	1.8	2.8	4.0	5.9	5.6
4) WINSTON	R.J. REYNOLDS	1.8	3.3	3.9	1.4	4.2
5) MIDE SORTE	ATW	6.0	7.3	6.6	5.8	3.0
6) DUNHILL	R.I.	2.2	1.7	2.2	2.1	2.4
7) KENT	B&W	0.9	3.8	1.6	1.0	2.4
8) ASTOR	REEMTSMA	2.6	3.4	2.1	1.4	0.8
9) HB	BAT	6.5	9.4	4.3	2.3	---
10) CAMEL	R.J. REYNOLDS	0.4	0.8	0.2	0.1	---

5888500052

EEMA 68

PHILIP MORRIS INTERNATIONAL FACT BOOK

(YUGOSLAVIA)

	1986	1987	1988	1989	1990	1991
<b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			*2	2	2	
B) RADIO			*2	2	2	
C) NEWSPAPERS			*2	2	2	
D) MAGAZINES			*3	2	2	
E) COUPONS			N/A	2	2	
F) POINT OF SALE			3	3	1	
G) BILLBOARDS			2	2	2	
H) CINEMA			2	2	2	
I) SAMPLING			**3	2	2	
<b>HEALTH WARNING &amp; T&amp;N LISTINGS</b>						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
B) CARTONS						
C) ADVERTISING						
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
B) CARTONS						
C) ADVERTISING						

\*RESTRICTED TO NEW PRODUCT LAUNCHES-BY LAW AND PUBLICATION OF AWARDS WHICH GAVE WARNING FOR QUALITY OF THE PRODUCT.  
 \*\*AT POINT OF SALE ALLOWED. DISTRIBUTION OF FREE SAMPLES ARE PROHIBITED.